

MERIT  
PO Box 8002  
Riverside, CA 92502-8002

PERMIT NO. 101  
RIVERSIDE, CA  
PAID  
U.S. POSTAGE  
FIRST CLASS

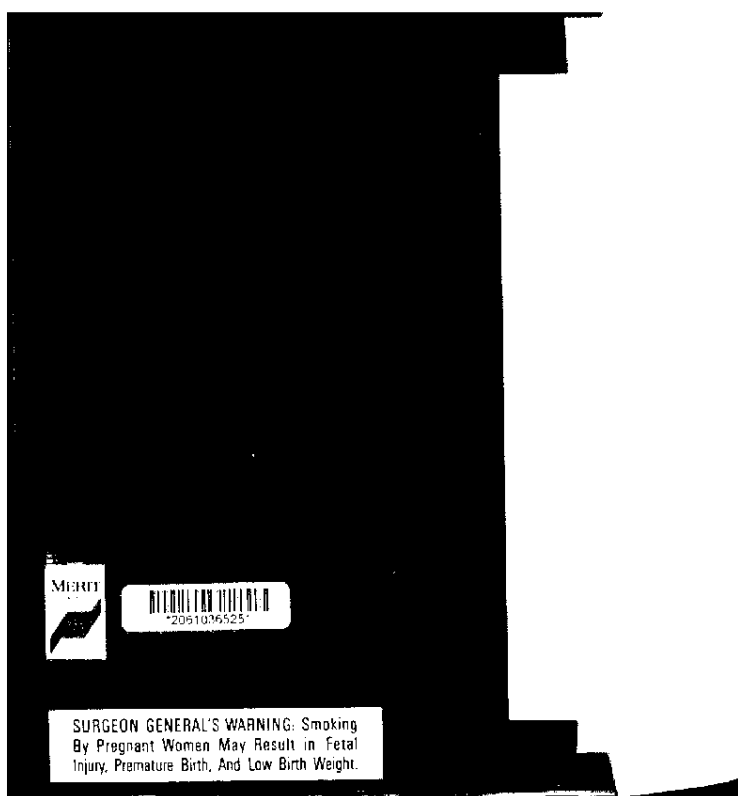
MERIT AUGUST DIRECT PROGRAM  
OUTER ENVELOPE  
LETTER 475  
CATALOG



\*2061036524\*

Inside: Find out how to use your UPC's for gifts.

2061036524



2061036525

SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.



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**MERIT**  
100-41-100

April

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Ultrama keeps 1 mg tar, 0.1 mg nicotine (tara lights: 8 mg bing tar, 0.4 mg nicotine) Kings 3 mg tar, 0.5 mg nicotine av per cigarette by FTC method.

[illegible]
**MERIT**

Merit WASHES




Merit Suede Barn Jacket.

Available in  
Black, Navy, and  
Olive Green.



Merit Retro Watch.

Available in  
Black, Navy, and  
Olive Green.

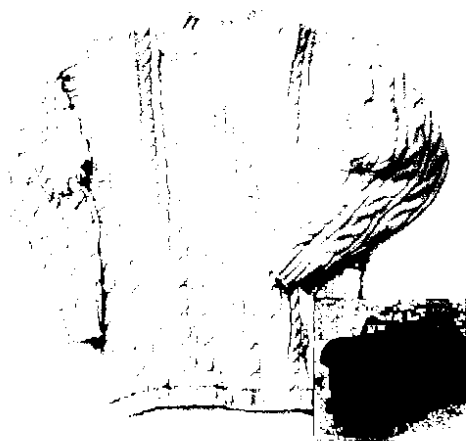


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MURRI WARRIS

**Merit Cable Knit Sweater.**[illegible]**Merit Leather Duffle Bag.**

"I'm not a doctor, but I think I can help you," says the doctor. "I'll give you a prescription for a new way of thinking. It's called 'The Power of Now'."





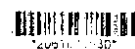
nicotine by pregnant women.

**SURGEON GENERAL'S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**



**Merit Hooded Pullover.** a new off-duty uniform, available in light or dark blue. Features a shaggy knit hood, shawl collar, buttoned cuffs, and a buttoned placket. Untaped inner collar and sleeve cuffs. 100% cotton. Machine washable. \$49.95. M-100-100.

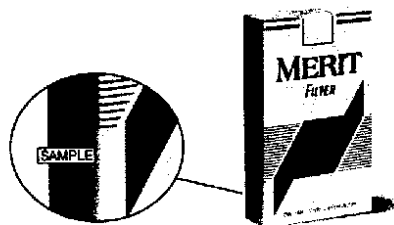
**Merit Leather Planner/Address Book.** a new leather-bound planner, available in black or brown. Features a leather cover, a leather-bound spine, and a leather-bound cover. Untaped inner cover and sleeve cuffs. 100% leather. Machine washable. \$49.95. M-100-100.



MERIT AWARDS

See how easy it is to get your Merit Awards.

Great taste at lower tar makes the switch to Merit an easy choice for you.  
We want to make it just as easy for you to get your well-deserved Merit Awards.  
Simply clip the pack UPCs off any style Merit (sorry, no carton UPCs will be accepted).  
Then, start collecting for your Merit Awards.



Order in 3 easy steps.

1 Place your address label on the highlighted area. Fill out the easy-to-order form completely.  
Must include signature and birth date. Orders must be postmarked by 5/31/95.

2 Include appropriate numbers of Merit Pack UPCs. Use chart to determine shipping/  
handling fees and include check or money order payable to: Merit Awards. (No cash, please.)

3 Mail in an envelope to: Merit Awards, P.O. Box 8027, Dover, Delaware 19903-8027. Be  
sure to put proper postage on your envelope. Allow 10-12 weeks for delivery. Items may be  
shipped separately. Limit: two of each item per household, no more than 12 items total.

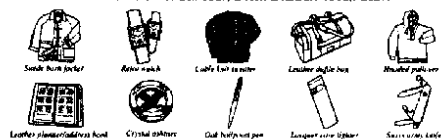
Call 1-800-881-5777  
with inquiries about your order.



MERIT AWARDS

Merit Easy-To-Order Form

Please select your Merit Awards, detach along perforation, and send in the  
completed form with your UPCs and check or money order. Mail to:  
Merit Awards, P.O. Box 8027, Dover, Delaware 19903-8027.



☐ Ms. ☐ Mrs. ☐ Mr. ☐ Female ☐ Male

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number (\_\_\_\_) \_\_\_\_\_ Regular Brand Smoked

Suede burn jacket - M	MT-73889	A	400	=
Suede burn jacket - L	MT-73890	A	400	=
Suede burn jacket - XL	MT-73900	A	400	=
Retro watch - Men's	MT-73893	A	100	=
Retro watch - Women's	MT-73894	A	100	=
Cable knit sweater - S/M	MT-73890	A	200	=
Cable knit sweater - L/XL	MT-73901	A	200	=
Leather duffle bag	MT-73892	A	300	=
Hooded pullover - S/M	MT-73896	A	125	=
Hooded pullover - L/XL	MT-73902	A	125	=
Leather planner/address book	MT-73904	A	70	=
Crystal ashtray	MT-73895	A	40	=
Lacquer case lighter	MT-73896	A	20	=
Swiss army knife	MT-73903	A	70	=
Oak ballpoint pen	MT-73897	A	90	=

By responding to this offer and signing below, I certify I am a smoker 21 years of age or older. I am also willing  
to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal laws.

Signature X \_\_\_\_\_ Birth Date \_\_\_\_\_  
(required) (required) Month Day Year

Offer limited to smokers 21 years of age or older. No incentives accepted. Offer good in U.S.A. only. Void in Hawaii and  
where otherwise prohibited. Offer void in Philip Morris and its advertising agencies' regulations. Prizes may vary according  
to the weight of your cigarette. Please check with your retailer to ensure you've affixed proper postage.

70159-C2  
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## MERIT AWARDS



**Merit Oak Pen** From mighty oaks comes this pen of great substance. Genuine, exotic grain oak surface is polished smooth and lacquered for a smooth finish. Gold plated accents add to its inner. Single twist action with standard ballpoint refill. **Hours free for**

**Merit Crystal Ashtray** Add a sophisticated touch to your smoking enjoyment with a crystal ashtray from Studio Nova's Black-Tone Collection, a discerning choice of 1995. Unique cross-hatch design in solid, top-quality crystal enhances its reflective brilliance. 6 1/2" in diameter. **Hours free for**

**Merit Lacquer Case Lighter** Every smoker needs a lighter, so why not add a little pizzazz to your usual practicality? This reliable stainless steel lighter comes in a distinctive blue lacquer exterior. In die cast cap, brass body and electric igniter provide countless lights. **Hours free for**

**Merit Swiss Army Knife** The Victorinox® Original Swiss Army Knife is a world renowned symbol of quality, versatility and versatility. This knife, in small blue with Merit branding, up to 10 tools in all, includes large and small blades, can and bottle opener, toothpick, nail clipper and key ring. Folded, the knife is easy to carry in your pocket. **Hours free for**

Fill out the order form on the back of this page for your Merit Award.



12

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# MERIT



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Ultra: Kings 1 mg "tar," 0.1 mg nicotine; 100's: 2 mg "tar," 0.2 mg nicotine—  
Ultra Lights: Kings Soft 5 mg "tar," 0.4 mg nicotine; Kings Box 5 mg "tar,"  
0.5 mg nicotine; 100's: 8 mg "tar," 0.5 mg nicotine—Kings: 8 mg "tar," 0.8 mg  
nicotine—100's: 9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**

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MANUFACTURER'S COUPON	MANUFACTURER'S COUPON	MANUFACTURER'S COUPON
<p><b>\$100 Off Merit!</b> any style carton or 4 packs.</p>  <p><b>Consumer:</b> Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No licenses accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.</p> <p><b>Retailer:</b> Philip Morris will reimburse you the face value of this coupon plus 5¢ handling and postage provided you and the consumer have complied with the terms herein. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 406200, 1 Fawcett Drive, Del Rio, TX 78840.</p> <p>This coupon not valid in combination with any other Merit offer.</p> <p>© Philip Morris Inc. 1994</p> 	<p><b>\$100 Off Merit!</b> any style carton or 4 packs.</p>  <p><b>Consumer:</b> Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No licenses accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.</p> <p><b>Retailer:</b> Philip Morris will reimburse you the face value of this coupon plus 5¢ handling and postage provided you and the consumer have complied with the terms herein. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 406200, 1 Fawcett Drive, Del Rio, TX 78840.</p> <p>This coupon not valid in combination with any other Merit offer.</p> <p>© Philip Morris Inc. 1994</p> 	<p><b>\$100 Off Merit!</b> any style carton or 4 packs.</p>  <p><b>Consumer:</b> Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No licenses accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.</p> <p><b>Retailer:</b> Philip Morris will reimburse you the face value of this coupon plus 5¢ handling and postage provided you and the consumer have complied with the terms herein. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 406200, 1 Fawcett Drive, Del Rio, TX 78840.</p> <p>This coupon not valid in combination with any other Merit offer.</p> <p>© Philip Morris Inc. 1994</p> 

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# MERIT AWARDS

9999999999999999 8027-A

Sample A. Sample  
1234 Main Street  
Anytown, USA 12345



Peel off above label and place where indicated on your order form.

Dear Mr. Sample,

Here it is! Your Preview Edition of the Merit Awards Catalog. We want you to be among the first to see this unique collection of outstanding clothing and personal accessories. It's all specially designed to fit your lifestyle. And what's best, it can all be yours FREE, just by collecting UPCs off your Merit packs.

That's right. You can't buy any of these quality items anywhere. But you can get them all here—in your Merit Awards Catalog. It's our way of saying thanks when you make the switch to Merit.

You see, with Merit you can switch down to lower tar and still find satisfying taste. And we want to reward you for making that choice. So enjoy this catalog of Merit Awards designed especially for you.

Look for the easy-to-order form at the back of the catalog, and start saving those UPCs today!

Yours,

*Norma Suter*  
Norma Suter  
Merit

P.S. Here's a great way to start collecting those Merit UPCs—these special coupons for any style Merit. Please accept them with our thanks. And look forward to your Merit Awards.

